Chron

PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

To: William Campbell **Date:** May 5, 1992

From: Rick Stirlen

Subject: **Newsweekly Activity**

The following is a brief summary of our present planned activity in the newsweeklies:

	Pages			AV. 4C PG. Cost ($M)	Rate Base (MM)
	1992	1991	Index vs. YA		
Newsweek	31.0	44.0	(70)	$88.2	3.1
Time	32.5	37.5	(87)	$106.5	4.0
U.S. News	17.0	45.7	(37)	$64.9	2.2
Totals	80.5	127.2	(63)	N/A	N/A

As you can see, our activity is off in the category as a whole by almost 40%, but U.S. News has been reduced the most due to relative lack of flexibility in its rate structure plus a slightly older/more upscale audience.

Please let me know if you need any additional information.

Rick

RS/em

cc: E. Merlo

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